

radio stations all over the country during May, National Radio Month, according to the National Association of Broadcasters. The theme was selected to dramatize the personal role which radio plays in the lives of Americans.

A complete promotional kit will be mailed to all member stations in April. The kit will feature spots built around four variants of the main idea: "Radio is Close to You—At Home in the Move—In Your Community. Radio is Close to You—And All America."

SECOND POP CONVENTION PLANNED

There will be a second pop music disc jockey convention in May, Todd Storz, president of the Storz Stations, which headed the first Kansas City convention, told TELEVISION MAGAZINE. Storz was impressed with the "sincerity and interest" shown by participants. Every meeting had to be run on a standing-room-only basis, he reports.

There is no longer any programming meeting in radio like the BMI regional clinics," said Storz, "We feel the convention was important as a meeting ground where the man who is the program director or general manager of tomorrow, can exchange ideas and stimulate his own thinking about programming."

NEW BUSINESS ON THE NETWORKS

New business on ABN was topped by Pioneer Industries, which signed for six segments of the *Breakfast Club*. Other *Breakfast Club* advertisers were Campana and Scholl's Contact Pads, with two segments each. Banker's Life and Casey renewed sponsorship of ABN's *Paul Harvey and the News*, Sunday, 6:15-6:30, and Chevrolet renewed John Daly, Monday-Friday, 6:30-6:40 p.m. Midas Mufflers also signed for 52 weeks of news, Monday through Friday.

In a buy totaling over \$1 million, the Hertz System Inc. renewed sponsorship of twelve five-minute newscasts weekly on CBS. The buy included a Monday through Friday business news rundown featuring CBS newsman Walter Cronkite. C. H. Masland & Sons bought 81 "Impact" segments over the four-week period immediately preceding their CBS *Color Extravaganza*. Shulton signed for a \$350,000, 42-week participation in *Arthur Godfrey Time*. Nestle's Decaf bought weekly "Impact" segments for four weeks, and Gillette renewed for the Triple Crown broadcasts, on CBS, of the Kentucky Derby, Preakness and Belmont Stakes.

Mutual reported March sales of a Monday-Friday five-minute newscast strip and 23 weekly 20-second adjacencies to the Sleep-Eze Co. Other Mutual sales included the signing of the Lee County Land and Title Co. for one of three available participations in the Gabriel Heatter newscast on MBS, Monday, 5:45-6:00 p.m.

New NBC business totaling over \$1½ million was reported. Midas Mufflers bought 52 weeks quarter sponsorship of *News on the Hour* and California Packing bought quarter of the same show for 26 weeks.

NEW BUSINESS—NATIONAL SPOT

Automotive accounts highlighted spot buying during March,

with GMAC placing 15-20 announcements a week during peak traffic hours in approximately 170 markets.

In other automotive developments, Cities Service Oil bought 40 announcements a week for 34 weeks in 30 markets, and the Continental Oil Company planned a six-week campaign for areas where Conoco oil and gas are distributed. Champion Spark Plugs also bought a 39-week campaign in approximately 45 markets as its initial effort in radio.

Spot buys in other categories included:

Bristol-Myers: a 13-week campaign for Sal Hepatica in an undisclosed number of markets.

Greyhound: 12 announcements per week per market for Greyhound's Southeastern and Pacific Lines.

Welch's Grape Juice: Schedules introducing new grape soft drink to run in six-week flights in selected markets.

National Biscuit: 20 and 30-second spots in major markets for Premium Saltines.

'COLOR RADIO' FOR MASLAND

Radio's first two-hour "color" extravaganza was announced for May 4th by CBS. The show, sponsored by C. H. Masland & Sons, carpet manufacturers, will attempt to translate color into the radio medium through music, sound and sketches featuring such stars as Ralph Bellamy, Judy Holliday, Robert Preston, Herb Shriner and David Rose and his orchestra. According to the network, it has been proven that certain words, sounds or pieces of music carry, psychologically, very strong color connotations.

RADIO AROUND THE COUNTRY

KMOX in St. Louis is assisting stations in the mid-Mississippi area in the installation of a tornado warning service based on an adaptation of the Conelrad System. Information will come from the U.S. Weather Bureau and the Ground Observer Corps through Conelrad, and will be transmitted to stations in the area for dissemination to schools, hospitals, factories and the general public.

In New York, WQXR and Broadcast Music Inc, jointly announced that WQXR would contribute an additional \$500 to the \$13,500 already allocated by BMI for the sixth annual Student Composers Radio Awards. The additional sum will go to the composer of the best piece of chamber music for a small instrumental group. WQXR will also provide for a performance of the winning work by the WQXR String Quartet.

Forty-five Oklahoma radio stations were cited last month for cutting that state's weekend accident rate in half with a series of "traffic watch" broadcasts at fifteen-minute intervals warning motorists to observe safety rules.

NEW SPOT RADIO GUIDE

Distribution, to agencies and advertisers, of its new Spot Radio Guide was announced by the representative firm of Peters, Griffin, Woodward last month. The publication, which represents the combined efforts of PGW and Nielsen, includes both daytime and nighttime coverage and costs, enabling advertisers and their agencies to determine quickly what their dollars will buy in spot radio, day or night. END